



IAPD Report

DAVID THEODORE DEMARS

CRD# 2903749

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Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

DAVID THEODORE DEMARS (CRD# 2903749)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **01/21/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	DEMARS FINANCIAL GROUP LLC	CRD# 116257	03/22/1999
B	LPL FINANCIAL LLC	CRD# 6413	05/01/2024

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **25** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
B	CROWN CAPITAL SECURITIES, L.P.	6312	SPOKANE VALLEY, WA	03/31/2006 - 05/01/2024
IA	ESI FINANCIAL ADVISORS	265	SPOKANE, WA	12/11/1998 - 04/13/2006
B	EQUITY SERVICES, INC.	265	MONTPELIER, VT	12/01/1998 - 04/13/2006

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with **25** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **LPL FINANCIAL LLC**
Main Address: 1055 LPL WAY
FORT MILL, SC 29715
Firm ID#: 6413

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	05/01/2024
B	FINRA	General Securities Representative	Approved	05/01/2024
B	Alabama	Agent	Approved	05/01/2024
B	Alaska	Agent	Approved	05/01/2024
B	Arizona	Agent	Approved	05/01/2024
B	Arkansas	Agent	Approved	01/31/2025
B	California	Agent	Approved	05/01/2024
B	Colorado	Agent	Approved	06/11/2024
B	Florida	Agent	Approved	01/22/2025
B	Idaho	Agent	Approved	05/01/2024
B	Louisiana	Agent	Approved	07/18/2024
B	Michigan	Agent	Approved	05/14/2024
B	Minnesota	Agent	Approved	07/19/2024



Qualifications

Regulator	Registration	Status	Date
B Mississippi	Agent	Approved	07/18/2024
B Montana	Agent	Approved	05/01/2024
B Nevada	Agent	Approved	05/01/2024
B New York	Agent	Approved	06/11/2024
B North Carolina	Agent	Approved	01/22/2025
B Ohio	Agent	Approved	05/01/2024
B Oklahoma	Agent	Approved	05/01/2024
B Oregon	Agent	Approved	05/01/2024
B Pennsylvania	Agent	Approved	07/18/2024
B Texas	Agent	Approved	05/01/2024
B Utah	Agent	Approved	05/01/2024
B Virginia	Agent	Approved	07/17/2024
B Washington	Agent	Approved	05/01/2024
B Wyoming	Agent	Approved	09/03/2024

Branch Office Locations

LPL FINANCIAL LLC
 420 N EVERGREEN RD STE 300
 SPOKANE VALLEY, WA 99216

LPL FINANCIAL LLC
 805 FRONTAGE ROAD STE 200A
 KENAI, AK 99611

Employment 2 of 2

Firm Name: **DEMARS FINANCIAL GROUP LLC**
 Main Address: 420 N EVERGREEN
 STE 300
 SPOKANE VALLEY, WA 99216



Qualifications

Firm ID#: 116257

	Regulator	Registration	Status	Date
IA	Alaska	Investment Adviser Representative	Approved	04/12/2006
IA	Texas	Investment Adviser Representative	Restricted Approval	07/17/2014
IA	Washington	Investment Adviser Representative	Approved	03/23/1999

Branch Office Locations

DEMARS FINANCIAL GROUP LLC
420 N EVERGREEN
STE 300
SPOKANE VALLEY, WA 99216



Qualifications

PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 1 principal/supervisory exam, 2 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
	General Securities Principal Examination (S24)	Series 24	10/27/1997

General Industry/Product Exams

	Exam	Category	Date
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	07/16/1997

State Securities Law Exams

	Exam	Category	Date
	Uniform Investment Adviser Law Examination (S65)	Series 65	08/11/1997
	Uniform Securities Agent State Law Examination (S63)	Series 63	07/22/1997

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **2** professional designation(s).

Certified Financial Planner

Chartered Financial Consultant

This representative holds or did hold **2** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	03/31/2006 - 05/01/2024	CROWN CAPITAL SECURITIES, L.P.	CRD# 6312	SPOKANE VALLEY, WA
IA	12/11/1998 - 04/13/2006	ESI FINANCIAL ADVISORS	CRD# 265	SPOKANE, WA
B	12/01/1998 - 04/13/2006	EQUITY SERVICES, INC.	CRD# 265	MONTPELIER, VT
B	07/17/1997 - 12/02/1998	TITAN/VALUE EQUITIES GROUP, INC.	CRD# 6359	IRVINE, CA

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
05/2024 - Present	LPL FINANCIAL LLC	REGISTERED REPRESENTATIVE	Y	KENAI, AK, United States
01/2017 - Present	FIDELITY FINANCIAL SERVICES	OWNER	Y	KENAI, AK, United States
01/1997 - Present	DEMARS FINANCIAL SERVICES	FINANCIAL PLANNER	Y	SPOKANE, WA, United States
03/2006 - 05/2024	CROWN CAPITAL SECURITIES, LP	REGISTERED REP	Y	ORANGE, CA, United States
01/2006 - 01/2017	NORTHWEST FINANCIAL ADVISORS	ADVISOR REPRESENTATIVE	Y	SPOKANE, WA, United States

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

- 1) 05/01/2024 - Retirement Plan Specialists Inc - Non-Inv Related - Spokane Valley, WA - Business Owner - Started: 1/12/2024 - 12.8 Hrs/Mo; 5% of Time Spent.
- 2) 05/01/2024 - No Business Name - Inv Related - At Reported Business Location(s) - Non-Variable Insurance - Started: 1/1/2006 - 12.8 Hrs/Mo; 5% of Time Spent.
- 3) 05/01/2024 - DEMARS FINANCIAL GROUP LLC - Inv Related - At Reported Business Location(s) - DBA for LPL Business (entity for LPL business) - Started: 5/1/2024 - 120 Hrs/Mo; 6 Hrs During Trading.
- 4) 05/01/2024 - Fidelity Financial Services - Inv Related - Tax Prep/Accounting/CPA - Bookkeeping and Tax Preparation - Started: 9/1/2017 - 12.8 Hrs/Mo; 40 Hrs During Trading.
- 5) 05/07/2024 - DEMARS FINANCIAL GROUP LLC - Inv Related - At Reported Business Location(s) - Registered Investment Advisor - Advisor - Started: 1/1/2006 - 120 Hrs/Mo; 6 Hrs During Trading - I provide investment advisory services through Demars Financial Group, LLC., an independent investment advisor firm. I started this business activity in 5/2024. I expect to spend



Registration & Employment History



OTHER BUSINESS ACTIVITIES

approximately 120 hours per month on this activity. Please see the advisory firm's Form ADV for more information about its address, the nature of its business, its owners, and its services at <http://www.adviserinfo.sec.gov/IAPD>. The firm is separate from and independent of LPL Financial.



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2

Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 2

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	CROWN CAPITAL SECURITIES, LP
Allegations:	CLAIMANTS ALLEGE FAILURE TO MAKE REASONABLE INQUIRIES FOR INFORMATION, BREACH OF FIDUCIARY DUTY, LACK OF SUITABILITY, AND VIOLATION OF WAC-284-30-390 RELATING TO THE SALE OF TWO SINGLE PREMIUM IMMEDIATE ANNUITIES TO TWO CUSTOMERS OF ADVANCED AGE.
Product Type:	Other: SINGLE PREMIUM IMMEDIATE ANNUITY
Alleged Damages:	\$130,767.34

Civil Litigation Information

Type of Court:	State Court
Name of Court:	WASHINGTON STATE SUPERIOR COURT
Location of Court:	BENTON COUNTY, WASHINGTON
Docket/Case #:	12-2-02359-7
Date Notice/Process Served:	10/29/2012
Litigation Pending?	No
Disposition:	Settled
Disposition Date:	10/29/2014
Monetary Compensation Amount:	\$93,842.00



Individual Contribution Amount: \$5,000.00

Broker Statement ONE PLAINTIFF, [CUSTOMER], DISMISSED HIS SUIT WITH PREJUDICE. THE OTHER PLAINTIFF, [CUSTOMER], CONTINUED TO PURSUE THE CLAIM ON HIS OWN.

THIS CIVIL SUIT ALSO INCLUDED THE INSURANCE COMPANY WESTERN UNITED LIFE (WULA) WHO ISSUED THE SPIA PRODUCT. THE E&O CARRIERS FOR WULA AND FOR DAVID DEMARS BOTH WANTED TO SETTLE THIS SUIT BECAUSE THE COST TO GO TO TRIAL WAS MORE EXPENSIVE THAN A PROPOSED SETTLEMENT FROM THE PLAINTIFF. THE SETTLEMENT AMOUNT WAS DIVIDED BETWEEN BOTH E&O CARRIERS. I, DAVID DEMARS, CONTINUE TO MAINTAIN MY INNOCENCE AND THAT THE CLIENT KNEW THE PRODUCT BEING PURCHASED AND THAT THIS SETTLEMENT WAS MADE FOR BUSINESS REASONS BY THE E&O CARRIERS AND NOT BECAUSE OF AN INAPPROPRIATE PRODUCT SALE.

Disclosure 2 of 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: EQUITY SERVICES, INC.

Allegations: THE CLIENT MISREAD THE COMPANY STATEMENT. SHE FELT HER INTEREST RATE WOULD BE 6% AND WHEN SHE COULDN'T FIND IT ON THE STATEMENT, WAS FRUSTRATED. WHEN IT WAS POINTED OUT TO HER WHERE TO FIND THE GUARANTEED 6% FIGURE ON THE STATEMENT, SHE WAS HAPPY AND SATISFIED. THE COMPLAINT WAS WITHDRAWN.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$28,346.25

Customer Complaint Information

Date Complaint Received: 09/13/2002

Complaint Pending? No

Status: Withdrawn

Status Date: 09/20/2002

Settlement Amount:

Individual Contribution Amount:



End of Report

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